PR Dept: Pete: This is letter that I am sending out with a 4/9/61 Program Guide to about 35 FM radio dealers in New Haven. I plan to call each one 2 days after mailing to make sure they use the guide & know about it

Mike Hack

242-A YALE STATION
NEW HAVEN, CONNECTICUT
UNiversity 5-6400

WYBC

yale broadcasting company, inc.

Dear FM Dealer:

Please find enclosed a complimentary copy of the WYBC-FM Program Guide. Its purpose is to help you sell FM radio by selling the advantages of the FM media. Place it near your radio display; show it to your prospective FM customer. When you are explaining the advantages of listening to FM radio to him, show him the type of programming offered on FM by paging through the guide.

The guide can also be a valuable tool to help you step up the AM radio customer into an AM-FM combination. Sell the AM customer on the advantages of FM by means of this guide.

If you would like a few extra copies to place around your store or have any questions, please contact me.

Yours truly,

Michael Hack

MJH/bc

WYBC-FM 94.3 • WYBC 640 • WYBC-A 540